

ASPECT MEDICAL SYSTEMS



“WITH COGNOS WE HAVE GIVEN OUR USERS REAL-TIME VISIBILITY INTO BUSINESS OPERATIONS.”

— GEORGE PAPAMITROU, DIRECTOR OF INFORMATION SERVICES,
ASPECT MEDICAL SYSTEMS

Founded in 1987, Aspect Medical System’s mission was to develop technology that could measure a then unknown element of patient status—the direct effect of drugs and disease on the brain. Today, Aspect is recognized as a pioneer and global market leader in brain monitoring, having led the way to develop proprietary technologies that directly measure these effects and ultimately improve the quality and cost effectiveness of patient care.

CHALLENGES FACED

- “Islands” of data gave fragmented view of the company
- Needed consistent results and accurate data
- Needed uniform corporate reporting tool

Before implementing Cognos business intelligence, critical data was stored on different servers or in Access databases and Excel spreadsheets. Each report quantified key metrics such as revenue in a different way, resulting in different answers to important questions depending on the report used.

“We needed to consolidate our data in one place and validate and report on it using a uniform corporate reporting tool,” explains George Papamitrou, Director of Information Services for Aspect. Working with Cognos Premier Business Partner, Creative Computing, Aspect deployed Cognos DecisionStream to unite disparate data sources across the organization, including complaint, financial, and manufacturing databases, as well as a Siebel CRM application.

Consistency was central to Aspect. “Part of the problem was that islands of data were developed by different groups with different needs,” said William Seery, Aspect’s Director of Service Operations. “This became too unwieldy. With Cognos, in addition to standardizing our reporting tools, we are able to standardize queries so that data is accurate and accessible to everyone across the organization. People can now write their own reports but on a consistent basis.” Cognos Impromptu® Web Reports and PowerPlay® give users the ability to spot trends and make proactive, informed business decisions.

BENEFITS REALIZED

- Real-time visibility into the organization
- Helps guide executive management team
- Improved manufacturing processes and inventory recognition

Cognos business intelligence gives Aspect real-time visibility into its operations. The company rolled out business intelligence reports to the executive management team first. This provided them with easy access to information to help guide decision-making. Using Cognos’ UpFront portal, executives can view reports by quarter, by region, by customer or by shipment, and then analyze the effects on the company overall and update plans to reflect the latest information.

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THE NEXT LEVEL OF PERFORMANCE™

Aspect has also rolled out portals for sales management, manufacturing, and customer operations. The information revealed using Cognos has led Aspect to re-engineer some of its processes for increased efficiency. For example, Aspect's IT team created a demand plan for the vice-president of manufacturing. The plan provides live order information on a daily basis, enabling manufacturing to improve scheduling for specific locations and product lines as well as deliver unparalleled insight into inventory status. Before manufacturing could access this information at a click of a button using Cognos, they spent hours extracting data from other departments and preparing calculations.

"This project will ultimately impact all departments within the company," said Mr. Papamitrou. "There are so many benefits, from reporting consistent results, to easy accessibility from a Web browser, to accurate data and reporting."

"Our established partnership with Cognos enhances our strategic focus on providing industry-leading business intelligence solutions to solve our clients' critical business problems," said David Doucette, president and CEO of Creative Computing. "Through this partnership, Cognos and Creative Computing have provided an end-to-end solution that encompasses all of Aspect's data needs, providing a fast return on investment to the enterprise."

WHY COGNOS?

Only Cognos delivers a complete range of integrated, scalable software for corporate performance management. Cognos products let organizations drive performance with enterprise planning and budgeting, monitor it with scorecarding, and understand it with business intelligence reporting and analysis. Founded in 1969, Cognos now serves more than 22,000 customers in over 135 countries.



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